Teacher guide

Quality management – Zurich

Where does the lesson fit?

This session could be delivered in an Operations module to serve as a general introduction to quality and quality management. It could be followed by more in-depth investigation into different quality systems, including Kaizen/Continuous Improvement, Quality Circles etc.

Suggested resources & activities related to Zurich and Quality Management

- Full Zurich case study
- Quality PowerPoint
- Zurich crossword
- Zurich word search

Suggested timings for the session

10 mins	Starter e.g. Zurich word search
5 mins	Use the Quality PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – quality management plan
10 mins	What have you learned?

Answers to questions

1. What is meant by quality?
   Quality means 'fit for purpose' or meeting a given standard. Quality does not mean luxury, but is concerned with meeting the expectations of the consumer.

2. Explain the difference between Quality Control and Total Quality Management.
   Quality control is a checking system where products are inspected at the end of the manufacturing process. Total Quality Management means that quality is the responsibility of everyone in the organisation. They should be working to 'get it right first time'.

3. Explain why high quality customer service is particularly important in the Financial Services industry.

   Quality customer care is important in the Financial Services industry because the products and prices on offer by organisations can appear to be very similar, so customer care can differentiate one provider from another and lead to greater sales.

4. Analyse the benefits of managing quality to organisations.

   Benefits include:
   - reduced costs through increased efficiency and less wastage
   - revenue increased as high quality leads to more sales and/or higher prices
   - better image and reputation
   - greater customer loyalty
   - improved staff morale and motivation.

What have you learned?

Expected learning is likely to include:
- Meaning of quality
- Quality management methods – quality control, quality assurance, TQM
- How to measure quality
- Costs of quality management
- Benefits of quality management.